

Reg. No. :

Name :



M12903

Third Semester M.C.J. Degree Examination, January 2007
CJ 302 : THEORIES, THEMES AND ISSUES IN COMMUNICATION

Time: 3 Hours

Max. Marks: 80

*Instructions: 1) Answer question No. I and four others.
2) All questions carry equal marks.*

I. Write short notes on any 4 :

- a) Reinforcement theory
- b) NWICO
- c) Agenda setting
- d) Political communication
- e) Selecting principle
- f) Global media.

II. What are the source variables which determine the effect of persuasive messages ?

III. Discuss the theory of Cognitive Dissonance with relation to human communication.

IV. How does 'media colonialism' threaten native culture ?

V. Discuss the impact of new media on society.

VI. Examine the salient features of 'inter-cultural communication'.

VII. Make a critical analysis of India's communication systems and policies.

VIII. Discuss the various theories of 'media effects'.
